

## At A Glance: Detroit Lakes/Mahnomen Winter Travelers\*



Results from a sample of 105 visitors who completed questionnaires in Detroit Lakes/Mahnomen area December 2006-February 2007 (+/- 10% at the 95% confidence level).

### Key Findings

#### Visitation

2.0% New to area  
98.0% Repeat visitors

#### Repeat Visitors

6.6 Trips in previous year  
15.6 Years as visitor

#### Primary Reason To Visit

52.2% Pleasure or recreation  
15.2% Festival/special event  
9.8% Visiting friends/relatives  
6.5% Just passing through  
6.5% Sporting event/tournament

#### Average Travel Party Size

3.7 People

#### Average Nights

1.0 Away from home  
0.9 In area

#### Primary Destination

60.2% Detroit Lakes  
33.3% Mahnomen  
5.4% 'Other'  
1.1% Frazee

#### Important To Destination Choice

**(1 = Very Unimportant,  
4 = Very important)**

3.2 Entertainment/nightlife  
3.0 Fall colors  
3.0 Lots of activities/attractions  
3.0 Scenic drives

#### Personal Expenditures In Previous 24 Hour Period

\$57.56 Lodging (n = 68)  
\$36.03 Restaurant/Bar (n = 60)  
\$28.49 Recreation (n = 39)  
\$27.04 Shopping (n = 28)  
\$26.07 Transportation (n = 42)  
\$25.93 Grocery (n = 29)

#### Information Used To Plan Trip **(1=Not at all important, 4=Very important)**

2.7 Previous visit  
2.2 Recommendation from friend/relative  
2.1 Internet

#### Likelihood to Return Next Year

68.0% Definitely will  
24.3% Probably will  
4.9% Not sure  
2.9% Probably not

#### Gender

62.7% Female  
37.3% Male

#### Household Composition

35.1% Couples; grown children  
26.8% Couples; children < 18  
15.5% Single; no children  
11.3% Couples; no children  
6.2% Single; grown children  
5.2% Single; children < 18

#### Average Age

47.6 years old

#### Income

34.9% \$75,000 - \$99,999  
27.9% \$50,000 - \$74,999  
11.6% \$35,000 - \$49,999  
9.3% \$25,000 - \$34,999  
7.0% \$100,000 - \$124,999  
4.7% Less than \$15,000  
4.6% \$15,000 - \$24,999  
0.0% \$125,000 or more

\* Sample derived from a year-long research project ending July 2007.